



Conducted by Samuel Hopkins Adams.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

Here is a question I have wanted to ask you for months: When some concern like the Broadway Bargain Store sells your department merchandise through misrepresentation and fraud and you have a clear case against them, why do you not prosecute them? Such action on your part would probably put them out of business, but a mere write-up in The Tribune has very little effect on them.

P. J. FAULKNER.

The Tribune is a newspaper. It is not a prosecuting organization nor a collateral branch of the judiciary. Deceptive advertising and merchandising is news, because it is of direct interest to the public, which is swayed by it. Therefore The Tribune publishes articles about stores which practise deception. There is, in the City of New York a District Attorney's office, in effect a collateral branch of the judiciary, upon which is imposed the duty and which alone possesses the power, to conduct proceedings for the enforcement of the criminal law. There is, on the statute books of the State of New York, a law against misleading and deceptive advertising. Further, the Vigilance Committee of the Advertising Club of New York was organized to prepare and bring prosecution against dishonest advertisers. It is not dead, but sleeping.

Such evidence as The Tribune possesses is always at the service of any properly constituted prosecuting or investigating body. To such it will afford all the help in its power. But beyond the proper province of a newspaper, which is to furnish news and comment upon it, The Tribune will not go under ordinary circumstances.

On January 3 I wrote the New York Sporting Goods Co. asking them to ship 1,000 clay pigeons to Camden, S. C., and inclosed my check for \$5, this being the catalogue price.

On January 9 I received the following reply:

"We shipped to you at Camden, S. C., the 1,000 clay pigeons you ordered, and you will find bill-of-lading inclosed herewith. "Your attention is called to the fact that since our catalogue was published the manufacturers have advanced the price on clay pigeons, and the cost is now \$6.50 per M., but in order not to delay shipment of the order, we forwarded the goods, and now advise you of the advance. If you will remit us this amount we will properly adjust your account on our books, but if you do not feel justified in paying for same, please advise us and we will cancel this extra charge."

Their faith in human nature was repaid, for I at once forwarded them my check for the balance due them, and shall hope to have further transactions with a firm that conducts its business in so courteous a manner.

On Friday last I went into the store of A. Neuhaus & Co., Columbus Ave., near Eighty-second St., with my mother, who lives near there, to purchase a waist, as I had frequently done before. I picked out one, the style and material of which I liked, but they did not have it in dark blue, which was the color I wanted. However, the salesgirl assured me that they could get me one and would send it in a few days. The price was \$1.35. Nearly a week later I received the following letter:

"Dear Madam: "We regret that since taking your order for striped waist the material has gone up in price, and therefore same would cost \$1.35. "Kindly advise us and we will cancel this extra charge."

"Respectfully yours, A. NEUHAUS & CO. Per E. S."

A contrast which calls for no comment.

I wish to make favorable comment upon a system which the Atlantic and Pacific Tea Co. has instigated in its branch store in my neighborhood. The purpose of this system is to do away with the Saturday night rush, especially between the hours of 6 and 9. On Friday night I write out my weekly order, and on the way to business Saturday morning drop it in the letter box, for the store is not open when I go; and during the slack hours in the day the clerk finds time to pack my order without interfering with his duties at the counter.

When I return in the evening from business, which is during the rush hour, my package is ready for me. No matter how crowded the store, there is no long waiting. One of the clerks can always spare a second to hand me my parcel.

I think this is a very good system, especially in a store where there is no delivery, such as this. I have found it quite a convenience, for now I can devote my Saturday evenings to home duties, while heretofore it took almost the entire evening to write out my order and go and get it, for, as I said, there is always a crowd on Saturday night.

MURIEL GRAHAM.

Practical suggestions such as this for the simplification of merchandising will always find a place in this department.

Even the Oetopus deserves a kind word now and then! Last spring I bought one of the "Perfection" oil heaters, so extensively advertised by the Standard Oil Co. It was not needed then, but the fall came and I was a part of a "Perfection" oil heater. However, after a few weeks' use the oil-fount began to leak.

I was in a quandary. The department store from which I purchased the heater had liquidated. In my dilemma I called up the Standard Oil Co. and asked if they would repair the fount if I sent it up. "Don't bother," said the man; "we'll attend to it"; and a few days later one of the S. O. Merceries appeared with a new oil-fount, which was exchanged for the defective one without charge.

This heater was manufactured by a subsidiary corporation; it was purchased from still another concern; in short, there was ample opportunity for the Standard Oil people to demur or, indeed, disown the black sheep as no child of theirs. But they didn't even quibble. Evidently their motto is, "Our guarantee follows the goods."

E. A. DUFFEY.

Many charges have been made against the Standard Oil Company, but none of its critics has ever accused it of not being abreast of the most modern and progressive business methods. Mr. Duffey's experience is a case in point.

In all the chronicles of shopping mishaps that I have read in your column the customer had to take the initiative in the matter of adjustment. In ninety-nine cases out of a hundred, this, of course, is inevitable, for a dishonest firm isn't going to call attention to a "mistake" which it deliberately made, and an honest firm, just because it is honest, couldn't have known that the customer didn't have a square deal, and is therefore dependent on the customer for a statement of the facts in the case.

But I have a unique story to tell of a firm that had to wake up an entirely satisfied customer and prove to him that through inadvertence it had failed to give him a perfect service. Some time ago I had occasion to have a new plate made for my visiting cards, and I decided to give the order to Tiffany & Co. In due time the order, which was a large one, was executed.

I supposed that was the end of the transaction, but Tiffany & Co. thought otherwise. In a few days I received a letter from the firm, stating that in an examination of my plate it had been discovered that it was imperfect. For this reason, therefore, it requested me to destroy the cards which had been sent to me and as soon as possible cards made from a new plate would be sent to me. The letter concluded with an apology for the trouble and inconvenience which had been caused to me.

This letter naturally surprised me, as the cards had been wholly satisfactory to me, and a further examination failed to disclose any thing wrong with them. But, on consulting the firm, I learned that the alignment of the spaces did not conform exactly to the first standard of perfection, and therefore it insisted on correcting the defect, even though I had no complaint to make.

In the abstract, perhaps, there are no degrees of perfection; but if there are, I think you will agree with me that the firm of Tiffany & Co. should be ranked in the superlative degree in the matter of service to their customers.

Many firms practise a "follow-up" system on customers. Tiffany's adaptation of the system to check up its own work for possible error illustrates a high conception of service.

In this morning's Tribune you published a letter from "James" showing a merchant's side of a transaction. Here is another from one who is not a merchant.

A friend of mine (though I say it with shame) bought a half dozen very expensive enamel buttons, and wore them all of one winter on a velvet suit. In the spring, when she was disposing of the suit, she ripped off the buttons, thinking them too valuable to give away. To quote her own words: "After I had ripped the buttons off I examined them, and noticed that they showed no wear whatever, so I had a bright idea. I took them back and had them repaired."

This happened to a store that never questions a returned purchase, whose only policy is to satisfy customers. But it is not deplorable that they are so often wilfully and intentionally imposed upon?

M. S. M.

\$43,538,131 CHECK STAGGERS WALL ST.

Huge Draft Drawn as Payment for Steel Issue.

Wall Street is now experiencing an era of great prosperity similar to the big boom period of 1906, and has grown accustomed to hearing of transactions running up into the hundreds of millions. But bankers and brokers paused a while yesterday to drop into the Mechanics and Metals National Bank to see a check drawn on that institution for \$43,538,131.11, one of the biggest that ever passed through the New York Clearing House.

The bit of paper was drawn by Lee, Higginson & Co. to the order of the Guaranty Trust Company, and was part of an operation involving the payment of \$50,000,000 to the Midvale Steel & Ordnance Company for its recent issue of five per cent convertible bonds, disposed of through a banking syndicate headed by Lee, Higginson & Co.

Wall Street recalled only four other checks that have exceeded in amount that drawn yesterday. The largest ever paid was for \$62,075,000, on June 1, 1915, by Kuhn, Loeb & Co., with a check on the National City Bank, on account of a sale of Pennsylvania Railroad bonds. Another Pennsylvania bond issue called for payment of a check of \$49,000,000 by the same firm on February 17, 1915.

On May 7, 1904, Secretary of the Treasury, Leslie M. Shaw, left Washington for New York with a check in his pocket for \$40,000,000, the United States government's payment to the French syndicate in the Panama Canal purchase. That same year Speyer & Co. turned a check for \$40,000,000 over to Mexico in connection with the purchase of Mexican bonds.

DETECTIVES HONORED FOR BOMB PLOT WORK

Policeman Who Disarmed Messenger's Slayer Commended.

For the capture last October of men who were making bombs to be used in destroying the ships of the Allies, Police Commissioner Woods yesterday conferred the next to the highest department recognition—"honorable mention"—on Detective Sergeants George D. Barnett, James C. Sterrett, Amedeo Puligiano, Joseph P. Fenelly, Jerome Murphy and James J. Coy.

Sergeant Alexander C. Anderson, of the Old Slip station, and Patrolman Christopher J. Ellsworth, of the Stagg Street station, received the award also. Anderson saved a man from drowning on December 27 and Ellsworth made several arrests at the Diamond candy factory fire in which eleven perished.

"Commendable merit" was given three times to Detective Sergeants William J. Enright and David J. Foley for activity against slave slavers. Patrolman Denis Egan, 7th Precinct, won "excellent police duty" for saving the life of a prisoner, a burglar captured by Egan on a fire escape. The prisoner slipped as he started down and Egan caught him in time to prevent him from plunging four stories into the yard. Rescues at fires brought the award to Sergeant Patrick F. Gunn, 23rd Precinct, and Patrolmen Joseph E. Hayes, of the 30th, and Patrick Flynn, of Headquarters.

Michael P. Murphy, 274th; Robert J. Schrey, 274th; Edward L. Connor, 79th, and Francis A. Miller, Traffic A, won the award by stopping runaway horses. "Meritorious police duty" went to Detective Sergeant Edwin F. England for a suggestion improving the service; Patrolman William H. Morrison, 28th, for the rescue of a woman from clothes were afire, and James F. Maloney, 61st, for arresting on a telephone description, two men who an hour before had taken part in a hold-up.

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EXCISE BATTLE TO GO TO FINISH

Anti-Saloon League Head Calls Waldorf Attack Only Beginning.

WILL TACKLE HOTELS FIRST, THEN SALOONS

Anderson Says He Has Evidence of Other Violations—Declares They Set Bad Example.

The famous north bar of the Waldorf, with its old brass rail, is not the only point at which the hotel drive of the Anti-Saloon League is to be directed. Nor will the attack be limited to the Waldorf, according to William H. Anderson, state superintendent of the league. Practically all the hotels in the city were violating the excise laws, he declared yesterday at his office, 156 Fifth Avenue.

"This fight will not be lukewarm, but to a finish," he said. "Not only has a letter been sent to George E. Green, State Excise Commissioner, charging violations of the law by the Waldorf last Sunday, but we are obtaining evidence against other hotels. One near the Waldorf is violating the law and we have evidence against it."

"Some of these have been claiming vast superiority over the saloons, and not content with the unusual privileges accorded them, are setting ignorant foreign saloonkeepers examples of lawlessness."

Hotels First, Then Saloons.

"We want to get the hotels first and tackle the saloons later. About a year ago we sent to Governor Whitman 700 affidavits, setting forth violations of the liquor laws in saloons of Manhattan and The Bronx. We have never heard anything about them."

Accompanying the letter of complaint was an affidavit by Frank A. Campbell, who has done detective work in connection with violations of the liquor laws for ten years, alleging that the Waldorf last Sunday violated the excise law by selling liquor without meals.

Anderson's letter requested the revocation of the Waldorf's license. George C. Boldt, proprietor of the Waldorf, is in California, but a representative of the management yesterday stated that he knew nothing more of the case than had appeared in the newspapers. "The Waldorf always obeys the law," he added.

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